SONY

DSC-W80/P

Cyber-shot® Digital Still Camera

The DSC-W80 combines superb performance, simple controls and four fashion colors that accessorize any lifestyle -- plus new hi-tech features like Face Detection, Double Anti-Blur technology, in-camera retouching, D-Range Optimization and HD Output[1] make the DSC-W80 an amazing Cyber-shot® camera value. High-resolution 7.2 MP imaging and Carl Zeiss® 3X Optical zoom lens design deliver super-sharp color images -- and shooting on the road is easier with 31 MB Internal Memory and up to 340-shot[3] Stamina® battery power.

- 7.2 MP Super HAD™ CCD
  More megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The advanced Sony® Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.

- Carl Zeiss® 3X Optical Zoom Lens Design
  A top-quality Carl Zeiss® 3X Optical zoom lens design helps the DSC-W80 bring distant subjects closer and lets you frame shots quickly for better composition -- a real advantage for family sports, outdoor fun and travel photos.

- Face Detection
  By automatically controlling focus, exposure, color and flash, this new Sony feature reveals faces in shadow, makes skin tones look more natural and eliminates harsh facial glare -- to help bring out every expression on every face in every shot, so you'll capture the personalities and emotions that make memories come alive.

- The Sony Double Anti-Blur Solution
  With Super SteadyShot® Image Stabilization and high sensitivity (ISO 3200), the DSC-W80 compensates for shaky hands, minimizes blur, brightens images and allows flash-free shooting to preserve the mood -- with Sony Clear RAW™ Noise Reduction to take care of the picture noise that can ruin low-light shots.

- HD Output[1]
  Thanks to Sony, your photo album can go high-def -- with direct HD output1 to your HDTV screen, so you can view DSC-W80 still photos in spectacular high definition clarity and detail. Your life never looked so exciting!

- HD Slide Show with Music
  It's the high-definition viewing experience that makes photos come alive on HDTV screens, accompanied by your choice of visual effects and any of four preset musical selections stored in memory or your favorite MP3 tunes downloaded from PC to your camera for use as background music.

- 9-Point Auto Focus
  Because an off-center subject can make your shot more interesting, the DSC-W80 can measure auto-focus precision at 9 points on your screen -- giving you greater creative freedom to compose your image.

- D-Range Optimization
  Powered by the exclusive Sony Bionz® high-speed processing engine, D-Range Optimization preserves image data in bright highlights and reveals more detail in shadows or backlit areas -- for great results even in difficult lighting conditions.

- In-Camera Retouching
  The DSC-W80 lets you add creative effects to photos after you shoot -- including soft edge filter to soften backgrounds, cross filter to place starry "dazzles" at highlight points, partial color filter to mute surrounding colors, even fish-eye filter to create interesting fish-eye lens effects.

- In-Camera Red-Eye Reduction
  ating "glowing eyes" can ruin even the most creative photos -- so the DSC-W80 provides in-camera correction at the touch of a button to reduce lingering red-eye effect that other systems might miss.

- Large 2.5" [2] LCD Screen
  The DSC-W80 provides a large, bright LCD screen for composing shots, checking results, sharing your photos on location -- and an optical viewfinder allows shooting in traditional rangefinder camera style.

- Simple Setup Controls
  A quick press of the Home button opens your user-friendly GUI -- and you can select functions by simply moving a cursor vertically or horizontally to the appropriate icon. Function names and the on-screen Function Guide display make it easier to learn camera setup operations.

- 31 MB Internal Memory
  The DSC-W80 allows you to capture a large number of images without a flash memory card, so it's great for traveling or for quick candid snapshots.

- Memory Stick Duo™ Media Convenience
  A built-in slot accepts optional Memory Stick Duo™ media or Memory Stick PRO Duo™ media -- the compact, high-capacity storage media that make it easily to upload photos to your computer or make lab-quality prints at home on your Sony Picture Station™ digital printer (sold separately).

- 14X Smart Zoom® Feature[4]
  The Sony Smart Zoom® feature intelligently "crops into" the central portion of interest in your photo, avoiding the image degradation of other digital zooms.

- MPEG Movie VX Fine Mode
  Captures VGA (640 x 480) audio/video clips at high frame rate (up to 30 frames per second[5]), with length limited only by the capacity of your media.

- Stamina® Battery Power
  The DSC-W80 provides up to 340 shots[3] with a fully charged NP-BG1 Lithium Ion battery -- enough shooting capacity to cover a long weekend or a whole vacation.

- Picture Motion Browser Software
  Supplied software makes it easier to upload, organize and search photos on your PC -- and provides a convenient map view function to sort photos by location and display their origin on a world map by using an optional GPS unit.

like.no.other™

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Specifications

General

Megapixel: 7.2 MP
Imaging Device: 1/2.5" Super HAD™ CCD
Recording Media: 31MB internal Flash Memory, optional Memory Stick®DUO Media, optional Memory Stick DUO PRO™ Media

Convenience

White Balance: Automatic, Cloudy, Daylight, Fluorescent 1, Fluorescent 2, Fluorescent 3, Incandescent, Flash
Self Timer: Yes (10 seconds, 2 seconds, Off)
Memory Stick PRO™ Media Compatibility: Tested to support up to 8GB Memory Stick DUO PRO™ media capacity[1] ;does not support Access Control security function.
Still Image Mode(s): Normal, Burst, Bracket Exposure
Red-Eye Reduction: Yes (On/Off all modes)
Burst Mode: Max 100 Shots at 2.8fps (All resolutions)
Erase/Protect: Yes/Yes
Date/Time Stamp: No/ No
Media/Battery Indicator: Yes/Yes
Color Mode(s): Black & White, Natural, Sepia, Vivid

Convenience Features

Real Imaging Processor™ Technology: N/A
AF Illuminator Light: Yes
PictBridge Compatible: Yes
Multi-Pattern Measuring: Yes
SteadyShot® Image Stabilization: Yes
Scene Mode(s): Beach, High Sensitivity, Landscape, Snow, Soft Snap, Twilight, Twilight Portrait
Movie Mode(s): MPEG VX Fine with Audio (640x480 at 30fps) (MPEG VX Fine requires Memory Stick DUO PRO™ media), MPEG VX Standard with Audio (640x480 at 16fps), Presentation (320 x 240 at 8fps).
Power Save Mode: Yes (after approx. 3 min. of inactivity)
In-Camera Editing: Red-eye reduction, soft edge filter, cross filter, partial color filter, fish-eye filter

Inputs and Outputs

Accessory Terminal: N/A
Audio/Video Output(s): Yes via Mutli-Use Connector
USB Port(s): Yes (Supports USB 2.0)
HD Output: Yes (1080i)

Hardware

LCD: 2.5"[2] (115K Pixels TFT LCD Screen)
Viewfinder: Optical
Lens Construction: 6 Elements in 5 Groups, 3 Aspheric Elements
Microphone/Speaker: Yes/ Yes
Lens Type: Carl Zeiss® Vario-Tessar®
Docking Station: Optional HD docking cradle

Operating Conditions

Flash Effective Range: W:0.6-10.8 ft (0.2-3.3m) T:1.3-5.9 ft (0.4-1.8m)
Flash Mode(s): Auto, Forced On, Forced Off, Slow Synch

Optics/Lens

Focal Length: 5.8 - 17.4mm
35mm Equivalent: 35 - 105 mm
Focus: 9-Area Multi-Point AF, Center AF, Spot AF
Aperture Range: Auto, (f2.8-8W)/(f5.2-14.8T)
Shutter Speed: 1/4-1/1600 sec. (Auto), 1-1/1600 sec. (Program Auto)
Exposure Compensation: ±2.0 EV, 1/3 EV Step Increments
ISO: Auto, 100, 200, 400, 800, 1600, 3200
Filter Diameter: N/A
Smart Zoom® Technology: Up to 3.6X (5MP), 4.5X (3MP), 5.6X (16:9 2MP) 14X (VGA Resolution)[4]
Digital Zoom: 0-2.0X (Precision)
Optical Zoom: 3X
Macro Mode: Yes
Total Zoom: 6X
Minimum Focus Distance: 19-11/16" (50 cm), Macro 1-9/16" (4 cm)
Face Detection: Yes

Power

Battery Type: Lithium-Ion NP-BG1
Battery Capacity: 3.6V, 960 mAh

Service and Warranty Information

Limited Warranty: 1 Year Parts & Labor

Software

Supplied Software: Windows: Picture Motion Browser Vers 2.0 + USB Driver
Operating System Compatibility: Microsoft® 2000 Professional, Me, XP Home and Professional; Macintosh® OS 9.1/9.2/OS X (10.0-10.4)

Processor

Bionz™ Engine: Yes (LSI with Dynamic Range Optimizer (DRO))

Dimensions

Weight: 4.4 oz (124 g) Body; 5.5 oz. (155 g) including Battery and optional Memory Stick®DUO Media
Measurements: 3 9/16" x 2 5/16" x 7/8" (91 x 58 x 23 mm)

Supplied Accessories

NP-BG1 rechargeable battery
BC-CSG battery charger
A/V and USB multi-connector cables
Wrist strap
Software CD-ROM
Note: No Memory Stick®DUO media or adaptors are included.

Optional Accessories

Accessory Kit (ACC-CLGB)
Rechargeable Lithium-Ion Battery (NP-BG1)
Conversion Lens Adaptor Mount (VAD-WB)
Wide Angle Conversion Lens (VCL-DH0730)
External Slave Flash w/Bracket (HVL-FSL1B)
Genuine Leather Cases (LCS-TWA/TWB/TWC/TWD)
GPS Unit Kit (GPS-CS1KA)
Memory Stick Duo™ PRO (MSX-512S)
Memory Stick Duo™ PRO (MSX-1GST)
Memory Stick Duo™ PRO (MSX-2GS)
Memory Stick Duo™ PRO (MSX-M4GS)
Memory Stick Duo™ Adaptor (MSAC-M2)
Memory Stick Duo™ USB Adptr (MSAC-US40)

Color: Pink
UPC Code: 027242710764

1: HD Output requires an optional Sony HD connector cable; HDTV sold separately.
2: Viewable area, measured diagonally.
3: Actual results may vary based on product settings, usage patterns, battery and environmental conditions.
4: Smart Zoom® feature will not work at highest resolution setting.
5: Shooting at high frame rate of up to 30 frames per second requires Memory Stick PRO Duo™ media.

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